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“Ladies Take The Lead” Podcast Launches

Entrepreneur Alina Fridman launches her podcast and expands her web brand celebrating boss ladies, women entrepreneurs, and creatives by sparking conversation around topics that modern goal-driven women are passionate about.

LOS ANGELES, California July 21, 2020

The Ladies Take The Lead Podcast will launch its first episode on Tuesday July 21, 2020 on all major podcast platforms. Host and producer Alina Fridman is extending her existing web brand ([Ladies Take The Lead](#)) to podcasting to increase connection and involvement with entrepreneuring women. The podcast will be both practical and inspirational by connecting with lady entrepreneurs and influencers to reveal the challenges, solutions and joys of creating business in the modern world.

The premier episode of the Ladies Take The Lead Podcast focuses on starting a makeup brand and features Melanie Mills, the makeup artist on “Dancing With The Stars.” [Melanie Mills Hollywood](#) Melanie recounts her mistakes in manufacturing, how to price a product and how to hit all the right trade shows. [Podcast Link](#)

The podcast will be the most recent title for No One Else Media and Executive Producer Conal O’Herlihy.

“Alina made this production so easy,” O’Herlihy said, “she has a clear vision, is highly organized and leverages her vast contacts effortlessly.”

Alina started Ladies Take the Lead in early 2019 as an extension of her event production enterprise. While producing unique and memorable events for her clients, who were mostly women, she had also formed relationships with them. Her clients kept her very busy and her business thrived from word of mouth. Alina quickly realized the power of community from the experiences and the connections she made with her clients as well as her event industry partners. Ladies Take the Lead began when she decided to create a space for strong, passionate, and driven women of all ages to come together and leverage their collective energy into business and self-fulfillment opportunities. A community was created. Her website provides a platform for members to connect with other members within the community through several membership benefits, a place for women to amplify their voices through blogs and a recent directory of women-owned businesses. Alina held her third Ladies Take the Lead Conference in May, 2020 in the virtual space due to Covid-19. She also produces an interview series on Instagram and has begun an online Boss Ladies Lunch every Tuesday.

Artwork and photographs available here - [LTTL Art and Pics](#)